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An Analysis of Commissive Speech Act Used by The Shopping Hosts of MNC Shop

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A B S T R A C T

This research focuses on the use of commissive speech act used by the shopping hosts of MNC Shop. The source of data is taken from the advertisements of household appliances, such as frying pan, rice cooker, vacuum cleaner, etc which are broadcasted in December 2018. The purposes of the research are to identify and to explain the form and the pattern as well as the function of the commissive speech acts used by the shopping hosts. This research uses qualitative approach. The data are collected by using observational method followed by recording and note-taking technique. Then, the data are analyzed by using pragmatic identity method and distributional method with deletion and permutation technique. The theory of form and pattern of the commissive speech act are based on Alwi's and Putrayasa's theory. Meanwhile the theory of its function is taken from Yule's and Ibrahim's theory. From the analysis, it is found that the commissive speech acts in the advertisement can be uttered in the form of declarative, interrogative and exclamative. The pattern can be in the form of normal sentence (subject preceding the predicate then followed by the object) or in the form of inverted sentence (the inversion of normal pattern) which the predicate preceding the subject, etc. In terms of its functions, the commissive speech acts can be used to promise, to guarantee and to convince.

I. INTRODUCTION

Nowadays, advertisement and its use are quite familiar to everyone. It is not a new thing in today's life. To some people, it has important roles and functions because it can be used to support and to increase their business or activity. An advertisement, which is conveyed through a medium, contains a message that is offering a product to the people. Shortly, an

advertisement can be used to promote a product to the people or customers.

An advertisement can be found anywhere. It also can be found in printed or electronic media. The advertisement on printed media usually uses written language (text) and it is also supported by pictures, photos and colors, such as found in magazines, newspapers, banners, etc. While the advertisement on

electronic media uses spoken language, and emphasizes on its language choice, such as the advertisement in radio, television, etc. However, the advertisement on electronic media is often the combination of written and spoken language (Dai and Hao, 2016). Therefore, it can be said that the advertisement is related to the language use. The language of an advertisement must be attractive, persuasive and able to communicate or to convey the messages cooperatively to the public (Adona, 2006; Labrador, 2014; John, 2015).

An advertisement is not only used as a medium to communicate but also as a medium to convey the information about something. According to an Indonesian Dictionary, *Kamus Besar Bahasa Indonesia* (2012:521), an advertisement is news or message that is used to support or to persuade the people to a product. Therefore, an advertisement must have the persuasive power so that it can persuade or influence the people to a product (Labrador, 2014). Meanwhile, Jefkins (1998:15-16) proposes that an advertisement is a marketing way conducted by distributing the information, but the information that is distributed is not two-bit information. Besides that, Jefkins also states that not all information contain an advertisement.

The language used in an advertisement can be analyzed through discourse analysis. As Hikam in Eriyanto (2009:5) explains that discourse analysis can be used to uncover or to explain a meaning. The approach in discourse analysis that can be used is pragmatic approach, particularly speech act theory. In addition, the approach can be used to find out the messages in the advertisement or the hidden messages by using speech act theory (Simon, 2015). The theory of speech act that is used is the theory of Searle. Searle (1979:354-355) classifies speech act into 5 (five) categories, they are assertive, directive, commissive expressive and declaration.

As stated before that an advertisement can be found in any medium, written or electronic

medium. One of the medium that broadcasts many advertisements is television. The television channel that provides or presents many advertisements or has advertisement as its main program is MNC Shop. MNC Shop was launched in 2013 and becomes a channel that broadcasts shopping products as its main program. It is also broadcasted for 24 hours. Since it is a shopping channel, therefore, the use of commissive speech act can be found in its program. In other words, the commissive speech act is used by the shopping hosts to attract people's attention or to influence the people to buy the products. because Besides that, MNC Shop is chosen due to its slogan which reflects the commissive speech act as well, namely "Kepuasan Berbelanja (2013-2016) and "Home Shopping Terpercaya (2016-now).

Therefore, the objectives of this research are then formulated as follows, (1) What is the form and the pattern of the commissive speech acts used by the shopping hosts of MNC Shop?; and (2) What are the functions of the commissive speech acts used by the shopping hosts of MNC Shop?. Therefore, this research is conducted to answer those questions, namely to identify the form and the pattern of the commissive speech acts and to explain the functions of the commissive speech acts used by the shopping host of MNC Shop.

II. METHODS

This research uses qualitative approach. This approach is aimed at describing the object of the research obviously (Djajasudarma, 1993:8-9). The data of this research is the shopping hosts' utterances, the object of the research is the commissive speech acts in the shopping hosts' utterances and the source of data is taken from the advertisements of MNC Shop.

Data are collected by using observational method followed by recording and note-taking technique (Kesuma, 2007:44-46). The first step in collecting the data is observing (in this case, watching) the language use of the

shopping hosts. This step is done to identify or to find out the possibility of the use of commissive speech act done by the shopping hosts. After finding it, then, it is followed by recording technique. The recording technique is done by using tape and video recorder. Both are used to get the accurate data.

Data are then analyzed by using pragmatic identity method and distributional method with deletion and permutation technique. These methods are also supported by the theory of form and pattern of the commissive speech acts proposed by Alwi (2003) and Putrayasa (2009) as well as the theory of its functions proposed by Yule (1996) and Ibrahim (1993) to answer or to find out the research problems.

In presenting the result of analysis, formal and informal method from Sudayanto are used. Sudaryanto (1993:144) states that formal method is a method of presenting the result of analysis by using rules, symbols, abbreviation, etc. It is used to make the explanation of the result more systematic and simpler, while informal method is a method of presenting the result of analysis by using words or common language. It is used to make the elaboration of the formal method in detail so that the result of analysis is readable and understandable for the readers.

III. RESULT AND DISCUSSION

This chapter deals with the data analysis of the commissive speech act used by the shopping hosts of MNC Shop.

Data 1

Host 2 : Itu dia tu Jeje, jadi bolong Je. Baru dipake beberapa bulan aja gitu ya, untuk kita memblender yang namanya buah, sayuran, udah pecah kayak gitu shopper.
(*That's it, Jeje. It's perforated, Je. Just some months we use to blend fruit, vegetables, now it is broken like that shopper*)

Host 1 : Bener... (*That's right*)

Host 2 : **Beda halnya kalo shopper menggunakan Tecstar Blender yang satu ini.**
(*It will be different if shopper use Tecstar, this blender*)

Host 1 : Bener...(*That's right*)

This conversation takes place between two shopping hosts talking about their product that is a blender. In this case, the hosts describe or talk about the quality of their product. The hosts explain that the blender will not get broken or cracked if it falls on the floor. In other words, the hosts would like to say that the blender is strong. The hosts also prove the statement by throwing the blender to the floor. As the result, the blender is still in good shape.

The utterance uttered by the shopping host is in declarative mood (form) since the shopping wants to state or to tell something about the product. In this case, the shopping host wants to tell about the quality of the product that is strong. Besides that, the intonation used by the host is in flat intonation which indicates the declarative form of a sentence or an utterance. To create the commissive utterance, the host uses an adverb (adverb of comparison) before the subject of the sentence. Though the use of an adverb is arbitrary; it can be placed anywhere such as at the beginning, in the middle or at the end of a sentence, however, in this utterance it cannot be treated like that. In other words, if the position of the adverb is in the middle or at the end of the utterance, the meaning will change and it will not contain the commissive speech act anymore. Besides that, it will be ungrammatical and sound strange to the hearers, as seen in this utterance, "***Shopper menggunakan Tecstar Blender yang satu ini (ber)beda halnya.***"

In terms of the function, the utterance above is used to guarantee the quality of the product. In addition, the host says the utterance to

make a guarantee to the shopper that the product is strong and unbreakable. The host proves it by demonstrating it. In this case, the hosts throw the blender to the floor and it is still in good shape.

Data 2

Host 1 : Saya akan jatuhkan dulu Nana...
(*I am going to throw it, Nana...*)

Host 2 : Oh, boleh, boleh, iya...Mau liat ya.
(*Oh, sure, sure, yes..want to see it*)

Host 1 : Iya dong...***Kita akan buktikan untuk yang ada di rumah.***
(*Of course. We will prove it to the people at home*)

Host 2 : Tadi yang biasa, sekarang Tecstar...Ya, silakan.
(*The cheap one before, now Tecstar..Yes, please*)

The conversation happens when the shopping hosts demonstrate the quality of the product that is a blender by throwing it to the floor to see whether it is broken or not. The result is the blender is still in good shape.

The commissive speech act in that utterance is conveyed by using declarative mood (form). It is because the host would like to convey or to inform the fact about the product that is the fact about its strength, which cannot break if it is dropped to the floor. Besides that, the intonation used by the host in uttering the utterance is flat and there is no response like 'yes' or 'no' given by another host toward the utterance. As we know that 'yes' or 'no' is a response for an interrogative sentence. This commissive utterance is uttered in normal pattern which subject precedes the predicate and then followed by compliment. It will bring the same meaning if the pattern is inverted by placing the compliment at the beginning of the utterance as seen in this utterance "***Untuk yang ada di rumah kita akan buktikan.***" Otherwise, it will not change the commissive meaning as well if the

utterance is changed into passive form like this "***Akan dibuktikan (oleh kita) untuk yang ada di rumah.***"

In terms of the function, this commissive utterance is used to convince. In other words, the host states this utterance to convince the shoppers about the quality of the product. To make it more convincing, the host then proves it by throwing it to the floor. Besides that, the word "*akan buktikan*" is intended to make or to persuade the shoppers to believe in the quality of the product.

Data 3

Host 1 : Oke, shopper itu dia. Akhir kata saya Marina dan juga..
(*Okay shoppers. That's it. I am Marina and ...*)

Host 2 : Saya Miki..*(I am Miki)*

Host 1 : ***Kita ketemu lagi di produk berkualitas selanjutnya.***
(*See you again on the next qualified product*)

This conversation takes place when the shopping hosts demonstrate or promote their product that is a steam iron. This utterance is uttered by the hosts at the end of the program. In other words, this utterance is used when the hosts would like to close the program.

The utterance uttered by host 1 contains commissive speech act. The commissive utterance is uttered in the form of declarative (declarative mood) since the purpose of this utterance is just to give the information that the hosts will be back and promote other products next time. The flat intonation that is used by the host also indicates that it is in the declarative mood (form). Meanwhile the pattern of the utterance follows the normal pattern which subject followed by the predicate and then adverb. If the host uses inverted pattern which the subject is placed after the adverb, it will not change the meaning. Shortly, it still contains commissive meaning or utterance as seen in this utterance,

“*Ketemu lagi kita di produk berkualitas selanjutnya.*” Also, the following utterance still contains commissive meaning although the pattern is inverted like this, “*Di produk berkualitas selanjutnya kita ketemu lagi.*” Despite there is no change in meaning, but the utterance sounds strange to the hearers.

The commissive function of the utterance uttered by host 1 is to promise. In this case, the host promises the shoppers that they will come back again and show or promote next products in the next session. The promising function can be seen from the words “*ketemu lagi*” and “*selanjutnya*” which mean that there will be the continuation of the program and the shopper can watch or see it again.

Data 4

Host 1 : **Wah, ini gampang banget!**
(*Wow, it's so easy!*) - - -> (4a)

Host 2 : Gampang sekali. Liat tuh. **Wow, langsung rapi seketika!**
(*So easy. Look! Wow, it looks tidy in short time*) - - -> (4b)

Host 1 : Betul. Oke itu dia. Nah, sekarang shopper sudah lihat.
(*That's right. Okay, that's it. Well, you have looked it shopper*)

This conversation takes place when the hosts promote the steam iron. At that time, the hosts demonstrate the iron to prove that it can be used easily and make the clothes tidier after it is ironed.

The commissive utterances in this conversation are created in the form of exclamative mood (form) since the hosts would like to show their amazement of the iron's quality. The exclamative mood (form) is shown by the words “*wah*” and “*wow*” in both utterances. Besides that, the intonation used by the hosts is the exclamative tone or intonation. The pattern of the commissive utterances used by the hosts are using subject before the predicate (as seen in 4a) and using predicate without the subject (as seen in 4b).

In these utterances, the predicates are adjectives. The subject in utterance 4a actually can be omitted and it will not cause the meaning change, like this utterance “**Wah, gampang banget!**” The subject of the utterance is omitted but it still contains the commissive meaning in it.

In terms of the function, the commissive functions found in these utterances are to guarantee (4a) and to promise (4b). In 4a, the host gives a guarantee that the shoppers will be able to use the iron. In other words, the host guarantees that it is not difficult to use it. While in 4b, the host expresses her amazement that the iron can make the clothes tidy in short time. So, through the utterance, the host wants to promise the shoppers that it will not take much time to tidy up or to iron the clothes since the iron is so helpful and the shoppers can use it and get the satisfying result.

Data 5

Host 2 : Tapi, kalo misalnya Steam Q double action nggak perlu khawatir, karna ada nih ya plat tambahannya.
(*But, with steam Q double ction, no need toworry because it has additional plate*)

Host 1 : **Aman banget ya Mik ya?**
(*It's safe, right, Mik?*)

Host 2 : Iya. Kayaknya nih masih kurang meyakinkan ya?
(*Yes. It seems unconvincing*)

Host 1 : Iya. (*Yes*)

The conversation above happens when the hosts show or promotes the steam iron. The hosts make some trials to test or to prove the quality of the iron which is applicable to all kind of clothes. It is because of the additional plate or double plate it has.

The commissive utterance is stated in the interrogative mood (form). It can be seen

from the utterance which the host uses question tag at the end of her utterance and the use of asking intonation as well. In addition, the response “*iya*” given by another host also indicates that it is in the interrogative mood (form). Although it is stated in the form of a question, but through the question the host has tied herself to the utterance that is the iron is safe to use indeed. The pattern of the commissive utterance uttered by the host is predicate without the subject and followed by the use of question tag. The use of subject will not omit the commissive meaning in this utterance.

While the commissive function of this utterance is to convince. Though it is a question, but in this case the host has tied herself to prove that the iron is safe to use. Therefore, the host tries to convince the shopper that it is safe indeed.

IV. CONCLUSION

In this research, the writer has analyzed the form, pattern and function of commissive speech act used by the shopping hosts of

MNC Shop. As the result of analysis, the writer found 55 data which are classified into three forms (moods) with different pattern for each form (mood), they are declarative mood, interrogative mood and exclamative mood.

Based on the analysis, the writer found that the declarative mood is frequently used by the hosts to express the commissive speech act, followed by the exclamative and then interrogative mood. From the three moods (forms), the pattern used varies. The pattern comprises the normal pattern which subject followed by predicate and object, compliment or adverb and also the inverted pattern which the pattern is arranged in inverted way such as predicate before the subject, subject at the end of the utterance, etc.

In terms of the functions, there are some commissive functions found from the research, they are to promise, to guarantee, and to convince. The dominant function of the commissive speech act found in this research is giving guarantee, promising and then convincing.

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